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MONTANA

TRAVEL NEWS

MAR 27 1974

ADVERTISING UNIT, MONTANA DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 1, NO. 3, 1974

Governor to Appear on TV Sports Scene

Montana Governor Thomas L. Judge and American Olympic Gold Medal winner Billy Kidd shared the TV spotlight January 26-27 at Chet Huntley's Big Sky of Montana.

The occasion was the filming of a Montana segment for "American Ski Scene," a forthcoming television series dealing with skiing throughout the United States. The 13-week program is being produced for syndication by TV Sports Scene, Inc., of Minneapolis, and is to be aired nationally on approximately 200 television stations beginning next fall.

Kidd interviewed the governor, an avid and accomplished skier, on the family aspects of the sport. Governor Judge's wife and children were also on hand to participate in skiing and instruction sequences.

Nationally known skiing cinematographer Jim Rice of Whitefish shot several scenes of the governor on the slopes. That footage and several clips of "Montana — A Little Farther North," the state's latest film, are to be shown during the governor's conversation with Kidd.



In addition to the governor, the Olympic medalist filmed interviews with Gus Raum, President of Big Sky, and Gloria Chadwick, Vice president of Operations at the Huntley venture.

Ms. Chadwick, former head of National Standard Rates (NASTAR),

(continued on page 6)



Governor Tom Judge and his wife, Carol, chat with George Montgomery, emcee for the recent "Meet Montana Evening" held at the Director's Guild in Los Angeles. Montgomery is a native Montanan.

MONTANA WOOS HOLLYWOOD

The following is reprinted from the February 1 issue of "Daily Variety" from Hollywood:

Montana is the latest state to officially woo the motion picture industry to make films there, following such other states as New Mexico and Colorado which have sent delegations to sound out Hollywood producers on using their terrain and facilities.

Gov. Thomas L. Judge is here from capital city of Helena to make a pitch, and started the ball rolling Wednesday night at a buffalo dinner held at the Directors Guild and attended by filmites who might be interested in Montana as a location site. Event was emceed by George Montgomery, a native-born Montanan, and guests were treated to a series of more than 300 slides on theatre screen to show scenic and physical advantages of state.

The guests included Jeanette Nolan, John McIntyre, George Stevens

Sr., and Robert Daley, producer of Malpas Co.'s "Thunderbolt and Lightfoot," shot exclusively in Montana.

Daley, who received a framed photograph of a buffalo roundup from the governor in appreciation of his work in the state, told the gathering that "there's room up there for 1,000 films without repeating locations."

Noting that "Thunderbolt and Lightfoot" came in a week ahead of schedule, Daley praised the efforts of the governor's motion picture coordinator's office in assisting his film crew cut through red tape.

"I hope the industry will wake up to the advantages the state has," he said.

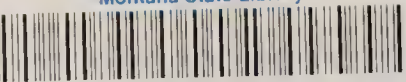
Governor Judge reported that as inducement to entice producers to Montana a bill has already been introduced in the State Legislature to take care of income taxes of visiting

MONTANA STATE LIBRARY

920 East Lyndale Avenue

Helena, Montana 59601

(continued on page 6)



MONTANA GEARING FOR EXPO

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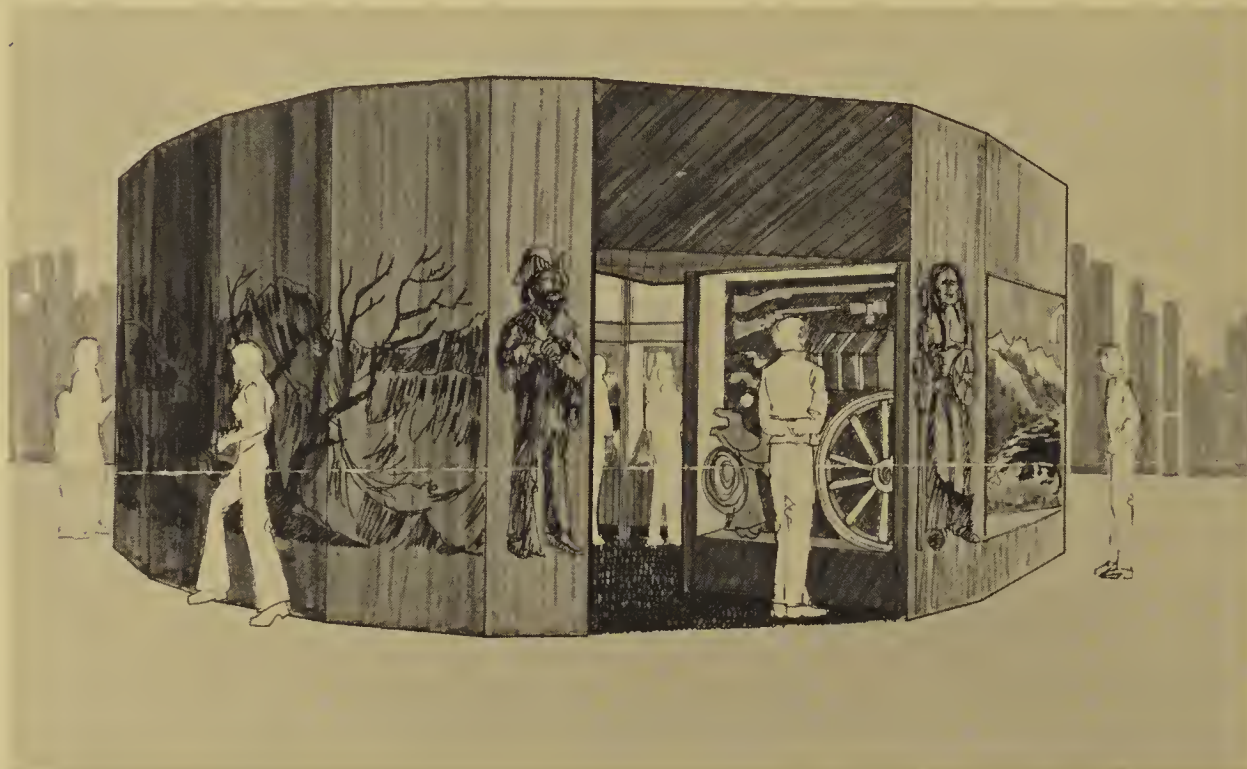
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However, Warden pointed out, private industry also is participating in the project, both to promote Montana and to encourage the use of public transportation to save gasoline.

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(continued on page 6)



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"We will be relying on Expo to sustain our tourism plans this summer," Governor Thomas L. Judge told reporters during a press conference recently.

The Governor added that 60 to 70 percent of those expected to visit Expo will come from seven nearby states.



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MONTANA TRAVEL HOSTS FORM NEW FRONT ON TRAVEL SCENE

Tourism is big business in Montana, ranking third among the state's industries. Travel also pours more than \$200 million into the Treasure State's coffers annually. Now, under the leadership of Governor Thomas L. Judge, Montana is launching still more programs to further develop the massive industry.

Montana Travel Hosts (MTH), a private travel-aid organization, has been established to provide in-state services to visitors. Among those services are: making their stay more enjoyable, encouraging them to remain an extra day and, above all, getting them to plan to come back. MTH, a division of the Montana Chamber of Commerce, is cooperating with the State Convention and Tour Office, the State Advertising Unit, local chambers of commerce and all tourist-related establishments in the state.

Initial manager for MTH is Dan Monahan, a 32-year-old Anaconda native with definite ideas about Travel Hosts and about Montana.

"... This organization has so much potential because Montana has to be the most desirable tourist destination point in the West. It has so much of everything—so many extremes."

Expo '74, slated for May to November in Spokane, is seen as a catalyst for Big Sky Country tourism, Monahan noted. An estimated five million



Dan Monahan

or more visitors will pass through the turnstiles at the international fair. The average visitor is expected to stay in Spokane for two days, then move on to adjacent attractions to round out the trip.

"Montana is just 86 miles from Spokane," Monahan pointed out. "Touted as 'The Last of the Big Time Splendors,' Montana offers visitors 550 miles of contrasts ranging from the grandeur of Glacier National Park to the historic Valley of the Little Bighorn. Montana's pace is relaxed, and its scenic attractions are incomparable."

Montana listed its record tourism year in 1962 when Seattle hosted the World's Fair. And with Expo '74 so much closer to the Treasure State, the upcoming season could well shatter that record, Monahan theorized.

omy of Montana would suffer in direct proportion to the diminished number of tourist dollars spent. Main Street would feel the blow first.

Travel and recreation are not frivolous and unpatriotic pursuits. They are necessary for the good health and welfare of the American citizen. Tourism — in this new era of energy conservation — should be adapted, not aborted.

Fortunately, the Trail has approved and implemented a score of positive marketing programs for 1974 travel promotion in the five states. These columns, in succeeding issues, will describe them to you in detail.

Let's recap some of the recent developments in the Trail:

- Headquarters moved from Lincoln, Nebraska to Rapid City for better geographic balance.
- Revision and streamlining of By-Laws.
- All previous debts retired.



James Graff

- New drive on membership.
- New "Energy-oriented" marketing programs.
- Liaison with the Old West Trail Regional Commission.

Charles Donnelly, Jr., of Rapid City, South Dakota has been named Executive Director of The Old West Trail Foundation. Donnelly, a former newspaper publisher, is a present state senator from Pennington County, South Dakota.

Donnelly has owned and operated newspapers in Colorado and South Dakota, the latest being "The Guide" in Rapid City. He is a graduate of the State University of Iowa.

The new officers elected to serve the Old West Trail Foundation for 1974, besides myself, are: Cal Taggart, Vice-president, Wyoming; Jack Pollock, Secretary, Nebraska; Bob Helmer, Treasurer, South Dakota. We ask for your support.



Photographs Unveiled

State Advertising Unit photographer Garry Wunderwald and his work were introduced to the Montana art world January 18 with a one-man photographic showing at the State Historical Society Museum in Helena.

Entitled "Close-ups of Montana," the exhibit featured 55 color photographs of subjects ranging from wildlife to skiing in the state.

OLD WEST TRAIL IS ALIVE AND WELL

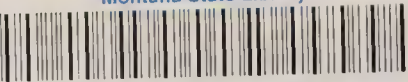
By James Graff

President, Old West Trail Foundation

The Old West Trail is alive and well, and drawing new breath in Rapid City, South Dakota.

At least that is where the new offices are. But, in point of fact, "Trail" activity is throbbing in every member state: Montana, North and South Dakota, Nebraska and Wyoming.

Perhaps at no time in its 10 year history of promoting regional tourism, has the Trail been so active and moving ahead on so many fronts. And at no other time is this action more necessary. The energy situation (I don't like the word CRISIS) can severely curtail travel in our five states. Travel and tourism rank number three in importance in Montana's economy. The same rank is true for Wyoming. In South Dakota it is second. Should travel fall off dramatically, the econ-



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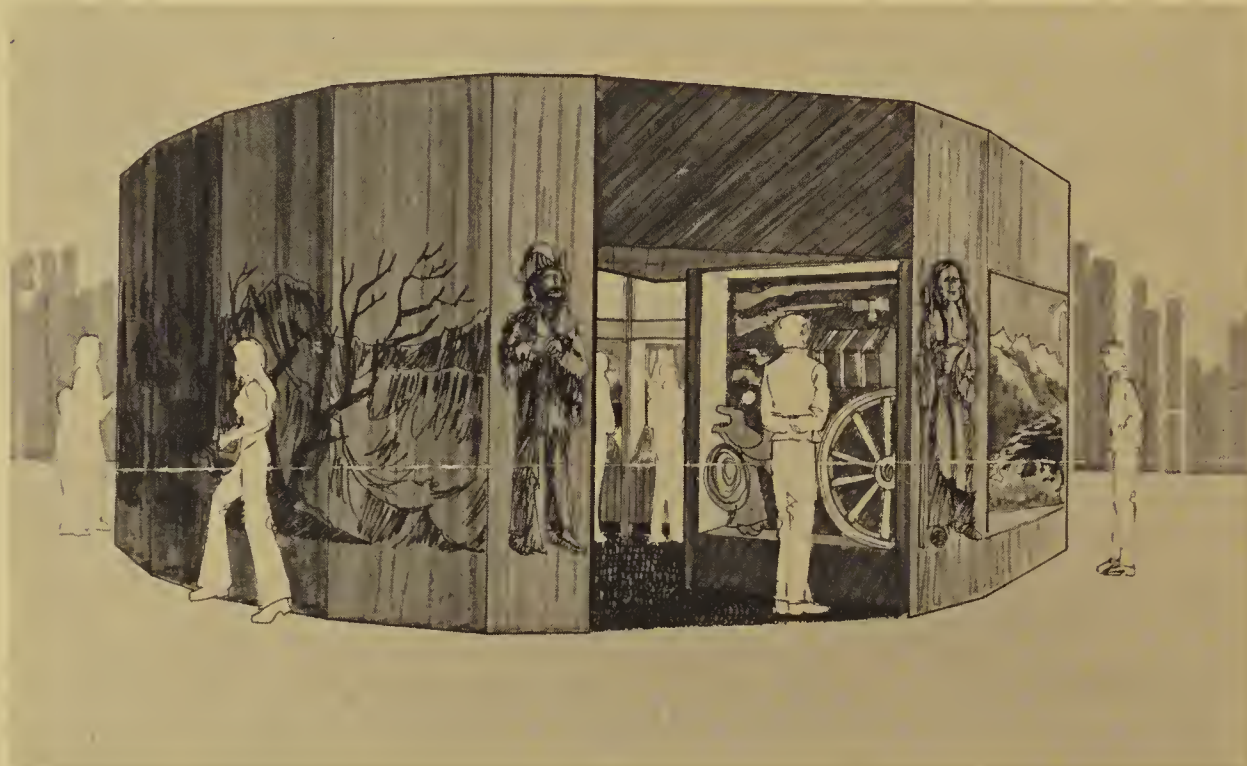
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PEOPLE, PLACES and THINGS



Josephine Brooker, Assistant Coordinator of the Montana State Advertising Unit, accepts from Werner Buck of Los Angeles a plaque designating "Explore the Old West Trail Country" as the top state travel film of 1973 at the Sunset Travel Film Festival in Los Angeles. The 27-minute travel film, with Chet Huntley as narrator, featured top attractions in Montana, Wyoming, the Dakotas and Nebraska. The film also received top honors at the Discover America Travel Organization travel awards ceremony in November. It was judged the finest state or government travel film. Montana/Dakota Utilities co-sponsored the film. The film is being distributed on 400 television stations in the United States and was translated into five foreign languages and is being distributed worldwide by the United States Travel Service and United States Information Agency.



The 1974 Montana Highway Map is off the presses and ready for distribution. The map features a full-color portrait of Lake Josephine in Glacier National Park and divides the state into five distinct areas for easy reference. Reviewing one of the 1,200,000 copies printed are, left to right: Kermit Anderson, Manager of Advertising/Information Unit; H. J. Anderson, Director of Highways; and Scott Warden, Coordinator, Advertising Unit.



The Pacific Northwest Travel Association and the State of Montana joined forces recently to host six travel writers from around the nation. Big Sky of Montana and Bridger Bowl were on the agenda for the first stop in their two-week tour. From left to right are: Al Hunter, State of Washington and PNTA host; Warren Miller, Warren Miller Productions, Inc., Hermosa Beach, California; Ben Rinaldo, The Skier, Studio City, California; Mel Borgersen, Pacific Northwest Ski Area Association and PNTA host, Seattle; Pat Pugh, Omaha, Nebraska World-Herald; Luanne Pfeifer, Writing Enterprises, Inc., Malibu, California; Tom Krause, Cleveland Plain Dealer; Kit Stier, Oakland, California Tribune.



While in Los Angeles recently, Governor Tom Judge visited with Art Kelly, formerly of Butte, President of Western Airlines. Judge asked for cooperation from the airline in promoting tour and travel business into Montana. The Governor noted a favorable reaction from Western Airlines officers, after viewing a multimedia slide presentation on recreation areas in Montana.

MONTANA CONFERENCE ON TOURISM SET APRIL 25

The First Annual Governor's Conference on Tourism has been set for Thursday, April 25, according to Scott Warden, Advertising Unit Coordinator.

The one-day affair will consist of a speakers' program in the morning with workshops slated for the afternoon. All people interested in Montana Travel are invited to attend the conference. This meeting will take the place of the travel meeting held in Yellowstone each May.

Speakers will include national travel experts, energy board representatives and Spokane Expo '74 officials. Also on the program will be Dan Monahan, Manager of Montana Travel Hosts and Charles E. Donnelly, Jr., new Executive Director of the Old West Trail Foundation. A presentation regarding Montana's 1974 Travel Program will be shown by the State Advertising Unit. The meeting will be sponsored by Montana Travel Hosts and the Montana State Advertising Unit.

Workshops will deal with such features as tour development, the energy situation in Montana, printing and brochures, Montana Travel Hosts, publicity, still and motion pictures, and Montana Bicentennial activities.

A Governor's banquet is planned for that evening, followed by the premiere of the Montana multimedia slide presentation which will run continuously in the Montana exhibit at Expo '74. Room reservations should be made at Fairmont Hot Springs Resort at Gregson, Anaconda, Montana 59711. For further information on the Travel Conference, write to Montana Travel Hosts, 100 Neill Avenue, Helena, Montana 59601.

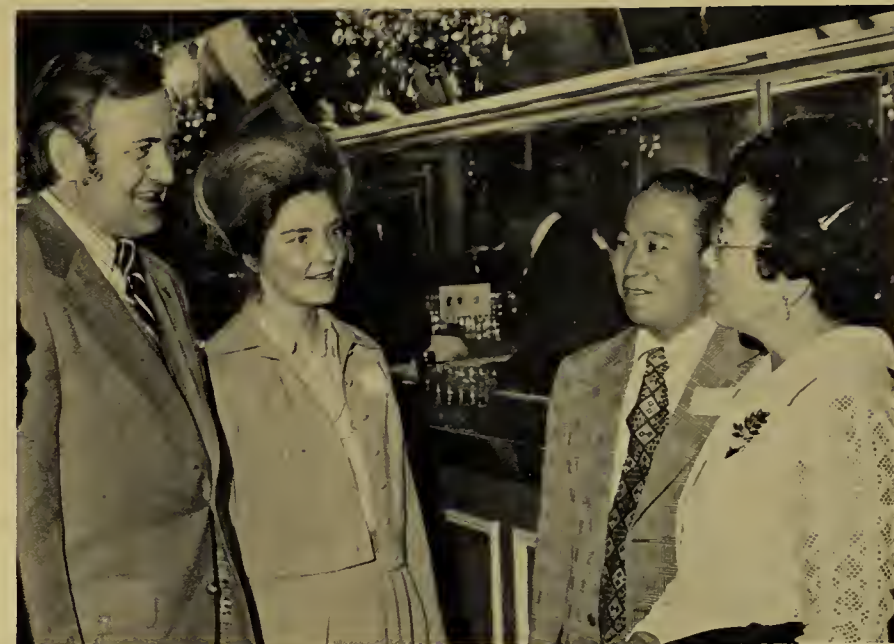
EXPO MONTANA DAY SET FOR JUNE 22

June 22 has been set as MONTANA DAY at Spokane's fabulous Expo '74 and Governor Thomas L. Judge will make an official visit to the Exposition on that day.

MONTANA DAY activities will include outdoor music programs, historical and cultural presentations and entertainment. A number of communities are expected to send school bands.

A special Governor's Banquet will be held in the evening.

The special day will also give Montanans their first chance to see the Montana exhibit. Incorporated into the 500-square-foot display will



Governor Tom Judge and his wife, Carol, discuss the advantages of bringing in Japanese tours to Montana during a meeting with Japanese tour wholesalers in Los Angeles, January 29.

Packaged Tours Will Help Offset The Fuel Crunch on Montana Tourism

In the wake of the energy crisis, Montana is gearing up to attract travelers through the use of packaged tours, according to Montana Governor Thomas L. Judge.

"We realize that tourism is going to be off because of the gasoline shortage, and travel agents in Montana have developed some tour packages around the state. These packages were presented to the Japanese who seemed very enthusiastic," the Governor said.

On a recent trip to Los Angeles, Governor Judge and John Olson of the state's Convention and Tour Office met with 30 Japanese travel agents. As a result, the Governor foresees as many as 400 Japanese staying overnight in some Montana cities

this summer.

Two agencies, Asahi International Travel, Inc., and Sapphire International, have agreed to make trips into Montana available in 1974.

The tours would stop off at cities around the state so travelers could visit such places as Glacier National Park, Yellowstone National Park or the Flathead Lake area before continuing on to Expo '74 in Spokane.

Governor Judge indicated that he had met with Western Airlines officials to discuss the possibility of package tours. Fuel, however, could be a stumbling block there, he reported.

In a meeting with energy chief William Simon in Washington, D.C., the Governor stressed that tourism is vital to Montana's economy.

"I told him jobs related to the recreation industry were just as important as any other jobs. If we can't get the sort of fuel we need to try these packaged tours, we could be in for trouble," the Governor said.

Conventions can also play a big part in Montana's effort to attract business, the Governor said. He noted that Seattle, hard-hit by the Boeing shutdown a few years ago, now hosts as many as 250 conventions a year. Resulting income very nearly offsets the economic impact of Boeing's closings. Olson's Convention and Tour Office is pursuing the possibilities of attracting convention business to Montana.

be an information booth staffed by natives of the Treasure State who will answer any questions.

For those interested in visiting Expo '74 on Montana Day, a limited number of accommodations are presently available. Reservations should be made through: Expo Hospitality Services, P.O. Box 1974, Spokane, Washington 99210.

For information and reservations for Expo Charter Transportation contact: Mrs. Blanche Judge, Montana Day Volunteer Chairman, 417 Dearborn Ave., Helena, Montana 59601 or phone 442-4822.

Hollywood

(continued from page 1)

Hollywood troupes, expected to pass.

Extolling the desirable climate—"there are up to 200 shooting days a year"—clear skies and atmosphere, the wealth of "exciting" and scenic locations, the governor promised fullest cooperation by the state.

State has prepped the Motion Picture & Television Location Manual as a means of assisting film companies. Brochure, with both black-and-white and color illustrations, details the wide variety of location terrain, climate information and a full rundown of necessary services available, including accommodations, transportation, talent, labor, public lands, equipment rental, livestock.

State has appointed Alec Hansen as Montana Motion Picture Coordinator, with headquarters in the Office of the Governor in Helena. Local location rep is Patrick J. Mathews.

MONTANA SELECTED AS MOVIE SITE

Governor Thomas L. Judge's office has announced that a number of Hollywood motion picture companies have decided on Montana as a location for filming, or are expressing interest in doing so.

John Mantley, Executive Producer of "Gunsmoke" and "Dirty Sally" indicated in a letter to Governor Judge that one of their shows will be filmed in Montana this year.

Director Frank Perry and Producer Elliott Kastner have informed the Governor's office that they will start production April 29 in Livingston, Montana for a new film entitled "Rancho Deluxe."

It is the first screenplay by Ameri-

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published as a report on Montana's tourist industry by
The Advertising Unit of the
Department of Highways

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Helena, Montana 59601

can novelist Thomas McGuane, author of the highly acclaimed novels "The Sporting Club," "The Bushwacked Piano", and last summer's "92 In the Shade." Of the latter, in a front page New York Times book review dated July 29, 1973, the critics said:

"In his early thirties, McGuane is an important as well as brilliant novelist. One of our most truthful reporters of a dreadful time."

The film, which will be released by United Artists, is described as a contemporary comedy about two young men — one an Indian youth who turns to hijacking cattle as an elaborate alternative to wages. While no casting has been announced, Perry indicated that the film has eight extremely strong, central roles and his intention is to work for an ensemble with all eight actors to be of major stature.

The Governor's office also announced that as many as five other companies are interested in Montana, and some location scouts will be in the state during March and April.

GEARING FOR EXPO

(continued from page 2)

and Vault Company has donated a full bank vault to store Montana valuables, Warden explained. The vault will be constructed in the pavilion in which the Montana exhibit is housed. Hunt, an Expo '74 board member from Spokane and C. M. Russell devotee, volunteered the safekeeping when he heard the state was planning a Russell exhibit but was having trouble finding security.

Warden said the vault is the latest design with a 14-inch-thick bank vault door equipped with a time lock. The structure measures 10 feet square, with walls of six-inch-thick reinforced concrete. Estimated commercial retail cost would be around \$40,000, Warden said, but there will be no charge for Montana's use of the vault during Expo.

A manager and assistants will be hired from Montana to run the exhibit throughout its tenure at Expo. And, a number of volunteers from local chambers of commerce and Montana attractions will also help out at their own expense, Warden said.

TV Sports Scene

(continued from page 1)

and Kidd discussed the origin and progress of the national skier-rating system. Ms. Chadwick noted that the program now has 82 areas and some 40,000 participants. Projections indicate 60,000 or more skiers will take part in the future, she said.

Montana will receive double exposure on "American Ski Scene" through a separate interview scheduled with Miss Montana Debbie Reber February 27. That interview will be used in a later episode of the show.

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